NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

DVD SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Nicki Hunter's Psychotic

is **Not Approved.**

CONDITIONS OF APPROVAL:

The DVD slick is not approved because of the highly degrading, dehumanising and demeaning effect that the combination of several images on the back cover and the text contained in the blurb has on the women depicted, and to women in general. The publication has been created for a male viewer, and invites them to regard these presentations as sexually arousing.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if the slick were to be submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential, as a piece of shelf advertising, to present women to male customers in a degrading, dehumanising and demeaning manner. It is therefore likely to reinforce negative male attitudes towards women. For these reasons the DVD slick is not approved. Such a limitation on the right to freedom of expression is justified in order to prevent likely injury to the public good.

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Date: 10 April 2006

For the Classification Office (signed):

OFLC No: 600218